



# Standards & Guidelines



MISS DIG 811 is Michigan's ONLY utility safety notification system. Our OneCallAccess service makes it easy for you to request for public utility lines to be marked. So you can safely complete your digging project.

 [MISSDIG811.ORG](https://www.missdig811.org)

## **MISS DIG 811 Background**

MISS DIG 811 is a Michigan Non-Profit Corporation that operates as the Underground Utility Safety Notification System for the entire state. MISS DIG 811 has received over 26 million locate requests, resulting in nearly 277 million transmissions since 1970.

MISS DIG 811 provides this free service to homeowners, excavators, municipalities, and utility companies via our web-based locate [missdig811.org](http://missdig811.org), or by placing a toll-free call to 811 or 800-482-7171. MISS DIG 811 processes that locate request by contacting our 1,700+ members, who then come out and locate their facilities. The mission of MISS DIG 811 is to safeguard the public, environment, property, and utility infrastructures and promote utility damage prevention through a quality, cost-effective process for our customers.

## **MISS DIG 811 Campaign Overview**

The MISS DIG 811 logo and public awareness materials were developed to create a consistent, recognizable message that represents safe digging across Michigan. The goal is to maintain a clear and unified visual identity that can be used across all MISS DIG 811 communications and outreach efforts.

The MISS DIG 811 logo is a protected mark, and maintaining its integrity is essential to preserving the credibility and recognizability of our brand. This graphic standards guide provides detailed instructions on the proper use of the logo to ensure it remains consistent, legible, and effective in all formats and applications.

While the MISS DIG 811 logo is available for use in publications, promotions, and outreach materials that further the organization's mission, it must always be used in accordance with these standards and any applicable terms of use.

Questions regarding logo use or file requests may be directed to [education@missdig811.org](mailto:education@missdig811.org)

## **Introduction: MISS DIG 811 Logo**

The first step in raising public awareness for MISS DIG 811 began with the development of the MISS DIG 811 logo. The goal was to create a mark that is both memorable and meaningful—a visual identity that clearly represents safe digging and the importance of contacting MISS DIG 811 before any excavation project.

The MISS DIG 811 logo is now widely recognized throughout Michigan as a symbol of safety, awareness, and prevention. It is used across a variety of communication channels to promote the process of requesting utility locates before digging.

Stakeholders, partners, and community members are encouraged to use the MISS DIG 811 logo in public awareness materials, educational campaigns, and promotional items, as long as the logo is applied according to the brand standards outlined in this guide. Maintaining consistency in how the logo and accompanying messages are used is essential to protecting the integrity and impact of the MISS DIG 811 brand.



**See pages 5-9 MISS DIG 811 logo artwork guidelines.**

## **MISS DIG 811 Logo: Graphic Guidelines / Policies**

*The following information provides an introduction to the do's and don'ts of using the MISS DIG 811 logo and campaign materials.*

### **MISS DIG 811 Logo**

- The MISS DIG 811 logo must always be used as provided in the official artwork included in this guide and should never be redrawn, recreated, or altered in any form. Any resizing must maintain the original proportions of the logo design. (Refer to artwork provided on pages 5–7 of this guide.)
- Logo colors must remain consistent and may only be used in the approved color options specified in this guide. (Refer to color information on page 5.)
- When placing the logo on a dark background, use the full-color logo with a white border (“reverse”) or the black-and-white version with a white border.
- Individual elements of the logo (such as numbers, shovel, or other graphic elements) must never be used separately from the full logo.

### **MISS DIG 811 Image & Taglines**

- The logo should only be used with an approved tagline in the horizontal or vertical configurations shown in this guide. (Refer to tagline artwork on page 7.)
- Taglines must not be resized, reconfigured, or altered in any other way.
- Approved tagline colors are black for light backgrounds or reversed for dark backgrounds. The font type and size of the tagline are fixed graphic elements and must not be adjusted beyond the specifications in this guide.

### **MISS DIG 811 Style Guide**

MISS DIG 811 follows the Associated Press (AP) Stylebook with respect to communications, publications, and public-facing materials. This ensures that all messaging remains clear, professional, and consistent with widely recognized media standards.

# MISS DIG 811 Logo: Graphic Guidelines / Policies

## MISS DIG 811 Logo

According to standard style guidelines, MISS DIG 811 is treated as a group of letters and numbers, so dashes or hyphens are not used.

To maintain brand consistency and clarity, the term “dial” should not be used in conjunction with the MISS DIG 811 logo or tagline. Instead, “call” is the preferred term when promoting the phone number.

Reflecting updates in technology that allow locate requests to be submitted via computer and smartphone, MISS DIG 811 has an approved tagline: “Safety is in your hands. Every dig. Every time. Call MISS DIG 811 before you dig.”

## Getting Started

Approved versions of the MISS DIG 811 logo can be downloaded from the MISS DIG 811 Logo Toolkit on the organization’s website or requested through [education@missdig811.org](mailto:education@missdig811.org).

The MISS DIG 811 logo is a registered trademark. At a minimum, the registered trademark symbol ® must be used when displaying the logo. In all materials where space allows—including brochures, websites, print collateral, and presentations—the following statement should also appear: “The MISS DIG 811 logo is a registered trademark of MISS DIG 811.”



# MISS DIG 811 Logo: Graphic Guidelines / Logo Color Applications

## Colors:

The MISS DIG 811 logo was designed as a four-spot color logo and should be used that way whenever the application and costs permit. However, it can be used effectively as a two-color logo or in black and white when necessary. PMS colors, CMYK mixes, and RGB mixes are provided below and should always be used for an accurate and consistent representation of the logo.



## Spot Color (preferred usage)

Background PMS Black  
 MD811 Type.....PMS 390  
 Dark Green.....PMS 370  
 Dark Brown.....PMS 7505

(Grays in shovel are screens of black  
 20%-45% 1011 embroidery)

## Embroidery

PMS 390 = 1168/1169  
 PMS 370 = 1170  
 PMS 7505 = 1329  
 Shovel = 1040 (Dark silver background)  
 1011 (Light silver highlights)  
 Black = 1000

\*based on Madeira threads

## CMYK

	C	M	Y	K
Black	0	0	0	100
Gray 1	0	0	0	20
Gray 2	0	0	0	45
MD 811 Type	22	0	100	8
Dark Green	56	0	100	27
Dark Brown	0	30	70	55

## RGB

	R	G	B	
Black	0	0	0	
MD 811 Type	186	196	5	hex BAC405
Dark Green	86	142	20	hex 568E14
Dark Brown	131	99	68	hex 836344

When embroidering on darker materials, a white outline around the logo is required.



## MISS DIG 811 Logo: Graphic Guidelines / Tagline Variations



### Logo with Tagline Variations

- A. Vertical Format
- b. Horizontal Format

When the taglines are used with the logo, their size and position are to be as shown. Taglines are to be used as provided and should not be retyped or recreated.

### Tagline Variations

- Wording, when used, must be consistent with approved taglines.
- Variations beyond those contained on this page must be approved by MISS DIG 811.

### Original Tagline:

Safety is in your hands. Every dig. Every time.

### Tagline Font:

Top: TT LAKES DEMO (Condensed Bold)

Bottom: TT LAKES DEMO (Condensed Black)

## **MISS DIG 811 Logo: Graphic Guidelines / Logo Variations**

### **Approved Logo Variations**

A.



B.



### **Protecting the Marks**

The MISS DIG 811 logo is a registered trademark of MISS DIG 811. The logo is registered in the following ways:

- MISS DIG 811 image only
- MISS DIG 811 image with tagline

The registered trademark symbol ® should always be used. When space is not limited, the following should also appear: “The MISS DIG 811 logo is a registered trademark of MISS DIG 811.” (Refer to Terms of Use for additional information)

### **Questions & Steps for Approval**

- **Logo Questions:**
  - All questions about the logo and usage should be sent to [education@missdig811.org](mailto:education@missdig811.org)
- **Requests for Approval:**
  - Any logo use that adheres to the guidelines outlined in this document does not need to be submitted for approval.
  - The following are examples of the MISS DIG 811 logo usage that should be submitted for formal approval:
    - Any use of the MISS DIG 811 logo not in line with the guidelines provided in this document.
    - Incorporation of the MISS DIG 811 logo into a corporate identity or other mark.

All requests and images should be sent to [education@missdig811.org](mailto:education@missdig811.org) for review.

# MISS DIG 811 Logo: Graphic Guidelines / Misuse

MISS DIG 811 does not approve the following uses of the 811 logo for reasons outlined within the guide and specified below.



## Alteration of Logo Elements

- Never separate or remove any part or parts of the logo to use individually.
- Never change or adjust any graphic element of the logo.
- No additional graphic element can be touching or added to the logo.
- No additional text or words can be added to the logo.



## Color Alteration of Logo / Logo Elements

- Never alter or change any of the colors of the logo.
- Never rearrange existing logo colors within the logo.
- Never remove the color from any part or parts of the logo.
- Never convert color logos to one color tone-on-tone.



## MISS DIG 811 Logo: Graphic Guidelines / Misuse

### Color Alteration of Logo / Logo Elements

- The taglines' font should not be changed to any other font.
- The taglines are not to be redesigned in alternate forms or arrangements.
- Neither the letter spacing of the taglines nor their case should be changed in any way.
- The size of the taglines should not be altered in any way.
- The sentence arrangement of the taglines should not be changed.
- No words can be added, changed, or removed from the approved taglines.
- The weight and size of the font should not be changed or altered.

A. ~~SAFETY IS IN YOUR HANDS.~~



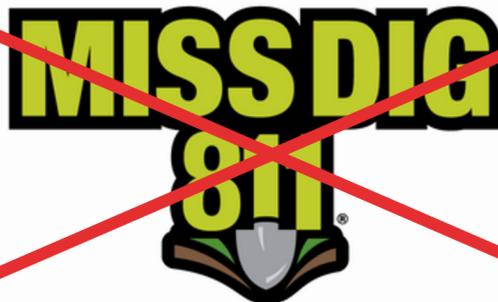
~~EVERY DIG. EVERY TIME.~~

B.



C.

~~SAFETY IS IN YOUR HANDS.~~



~~EVERY DIG. EVERY TIME.~~

## MISS DIG 811 Logo Terms of Use

The following Terms of Use constitute a legal agreement between you and MISS DIG 811. You must agree to all of these terms before downloading, reproducing, or utilizing any official MISS DIG 811 logo or artwork.

MISS DIG 811 appreciates your interest in promoting safe digging practices. Thank you for supporting our mission to protect Michigan's underground infrastructure and those who work around it. The MISS DIG 811 logo is made available solely under the conditions outlined in these Terms of Use. Downloading or using any MISS DIG 811 logo or artwork establishes a binding agreement between the party accessing the artwork ("you" or "your") and MISS DIG 811 ("we," "us," or "our").

### 1. Updates to the MISS DIG 811 Logo and Terms of Use

- a. MISS DIG 811 may update its logo(s), brand elements, or these Terms of Use at any time. Always use the most current version available at [missdig811.org](http://missdig811.org). Updates take effect two (2) weeks after posting.

### 2. License to Use and Restrictions on Use

- a. MISS DIG 811 grants a non-exclusive, revocable license to use the official logo(s) in accordance with these terms and the MISS DIG 811 Standards & Guidelines.
- b. Logos are protected under trademark and copyright law and may not be altered, redrawn, recolored, or used out of proportion. All rights not granted here are reserved by MISS DIG 811.

### 3. Acceptable Usage

- a. The logo may be used by utilities, contractors, educators, or partners to promote safe digging awareness.
- b. Acceptable uses include printed materials, presentations, websites, and educational campaigns.
- c. Promotional items (e.g., shirts, hats, mugs) may use the logo only if distributed free of charge and compliant with brand standards.
- d. Include this attribution when used in print or digital formats:
  - i. "The MISS DIG 811 logo is a registered trademark of MISS DIG 811."

### 4. Prohibited Use

- a. Logos may not be:
  - i. Sold or used for profit.
  - ii. Modified or combined with other designs.
  - iii. Used in parody, satire, or in ways that misrepresent MISS DIG 811.
  - iv. Hosted or distributed by third-party websites without written permission.

### 5. Removal and Compliance

- a. MISS DIG 811 may revoke permission at any time. Upon written request, you must remove all logo files from use or storage within 24 hours.



# Thank You for Upholding Our Brand!

If you have any questions regarding the Graphic Standards & Guidelines toolkit, please email: [education@missdig811.org](mailto:education@missdig811.org)